

**REMARKS**

Applicant notes with appreciation the detail provided in the Office Action rejecting the claims. The Office Action was mailed February 14, 2006. A request for an extension of time is provided with this Amendment. Claims 1-21 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Applicant's admitted prior art in view of Kreckel, et al. U.S. Patent 6,491,781. All the claims but Claim 21 have been amended to more clearly define Applicant's invention. Claim 21 contains a limitation which makes it patentably distinct over the cited references which limitation was not specifically addressed in the Office Action, i.e., that the adhesive layer is a single layer.

Kreckel, et al. discloses an image graphic system which utilizes an attachment device 12 comprising two distinct layers of adhesive 22, 26 separated by and joined to an intermediate carrier 24. The device is intended to be used, for example, in posting posters on a display board. The adhesive device is apparently applied at the location of the display board, for example, a theater to removably mount posters such as movie advertisements. It allows the change of posters several times without having to utilize a new attachment device. The attachment device is apparently the same size or larger than the posters to ensure proper display thereof. The device specifically requires two distinct adhesives joined together by a carrier. The Examiner properly points out that the adhesives could be a hot melt adhesive but regardless, at least two distinct layers of adhesive are required in addition to the carrier. This permits installation of the carrier device at locations such as theaters. To obtain the required differential adhesion, the two layers of different adhesives are apparently required.

By contrast, it has been found by the Applicant, that differential adhesion may be provided in a single layer of adhesive eliminating an expensive and difficult to handle attachment device of Kreckel, et al. By having the adhesive applied directly to a panel, a carrier is not required as is required by Kreckel, et al. There is no teaching in Kreckel, et al. of how to accomplish differential stick using anything other than attachment devices with two distinct layers of adhesive joined together by an adhesive carrier strip positioned between the two distinct layers of adhesive. To change the structure disclosed by Kreckel, et al. to that as now defined in the claims of the instant application, would apparently destroy the very functionality and required properties of the Kreckel, et al. structure, i.e., differential adhesion with a device that needs structural integrity to applied to a display board or the like. As now defined in independent Claims 1, 15 and 21 and the claims depending therefrom, a single layer of adhesive is provided for. When the adhesive is properly applied, differential adhesion can be provided without the necessity of multiple distinct layers or a carrier strip. This simplifies the construction of the device of claims 1 and 21 and the claims depending therefrom over that of an attachment device as disclosed by Kreckel, et al.

It is thus submitted that Claims 1, 15 and 21 and the claims depending therefrom are differentiated from Kreckel, et al. in combination with the admitted state of prior art.

Claim 7 and the claims depending therefrom now define a method wherein a data storage device is releasably bonded to a display panel by adhesion of a portion of a surface of the storage device to the outer face of the adhesive layer. The adhesive is applied to either the display panel or the data storage device with the outer face of the adhesive having an area substantially less than the area of the data storage device surface to which the adhesive is secured. No such

method is taught or suggested by any of the references cited by the Examiner either individually or in combination. In fact, the changes as suggested by the Examiner to Kreckel, et al. would appear to destroy its very essence and functionality.

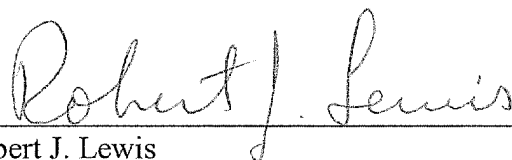
Based on the foregoing, it is submitted that the claims are in a condition for allowance and formal allowance of said claims is respectfully requested.

If any issue regarding the allowability of any of the pending claims in the present application could be readily resolved, or if other action could be taken to further advance this application such as an Examiner's amendment, or if the Examiner should have any questions regarding the present amendment, it is respectfully requested that the Examiner please telephone Applicant's undersigned attorney in this regard.

Respectfully submitted,

Date: \_\_\_\_\_

6/13/06

A handwritten signature in cursive script that reads "Robert J. Lewis". The signature is written in dark ink and is positioned above a horizontal line.

Robert J. Lewis  
Reg. No. 27,210  
Blackwell Sanders Peper Martin LLP  
720 Olive Street, Suite 2400  
St. Louis, MO 63101  
314-345-6000  
ATTORNEYS FOR APPLICANT